

July 19, 1996

Mr. Henry Cardenas  
CARDENAS/FERNANDEZ & ASSOCIATES, INC.  
1254 North Wells Street  
Chicago, Illinois 60610

Dear Henry:

Enclosed for your signature are two original copies of the agreement between Philip Morris U.S.A. and Cardenas/Fernandez & Associates for Marlboro's involvement in this year's Viva Mexico.

Please review, sign and return both copies to me as soon as possible. A fully executed copy of the agreement will be returned to you for your files. In addition, please forward two invoices for the sponsorship fee.

We will also need a copy of the insurance certificate (see paragraph 8) forwarded to us at your earliest convenience for our files.

We look forward to another successful year.

Sincerely,

JOSE R. FONTANEZ  
Manager  
Community Event Marketing

JRF:sa

2040591151